

WE CLAIM:

1. An email-based promotional message delivery system comprising:
 - a sender profile database configured to store a profile of each of a plurality of potential email senders;
 - a promotional message database configured to store a plurality of promotional messages and, for each, a profile of preferred recipients of the message; and
 - a processing system configured to receive a plurality of outgoing emails from a plurality of different senders, each email containing information identifying the sender and at least one recipient, and configured in connection with each received email to:
 - locate the profile of the sender of the email in the sender profile database;
 - locate at least one promotional message in the promotional message database that has a profile that is appropriate for the profile of the sender;
 - add the at least one located promotional message to the email; and
 - direct the augmented email to the at least one recipient of the email.
2. An email-based promotional message delivery process for use in connection with a sender profile database configured to store a profile of each of a plurality of potential email senders and a promotional message database configured to store a plurality of promotional messages and, for each, a profile of preferred recipients of the message, the process comprising:
 - receive a plurality of outgoing emails from a plurality of different senders, each email containing information identifying the sender and at least one recipient, and in connection with each received email:

locate the profile of the sender of the email in the sender profile database;

locate at least one promotional message in the promotional message database that has a profile that is appropriate for the profile of the sender;

add the at least one located promotional message to the email; and

direct the augmented email to the at least one recipient of the email.

3. An email address database configured to be accessed electronically by an email application and configured to store and deliver information identifying a plurality of potential email recipients and, in connection with each, information about his or her income.
4. An email address database configured to be accessed electronically by an email application and configured to store and deliver information identifying a plurality of potential email recipients and, in connection with each, information about his or her vocation.
5. An email address database configured to be accessed electronically by an email application and configured to store and deliver information identifying a plurality of potential email recipients and, in connection with each, information about his or her race.
6. An email address database configured to be accessed electronically by an email application and configured to store and deliver information identifying a plurality of potential email recipients and, in connection with each, information about the number of his or her children.
7. An email address database configured to be accessed electronically by an email application and configured to store and deliver information identifying a plurality of potential email recipients and, in connection with each, information about his or her hobbies.

8. An email-based promotional message delivery system comprising:

a recipient profile database configured to store a profile of each of a plurality of potential email recipients;

a promotional message database configured to store a plurality of promotional messages and, for each, a profile of preferred recipients of the message; and

a processing system configured to:

receive recipient profiles from email address databases maintained by a plurality of email senders;

store the recipient profiles in the recipient profile database;

receive an outgoing email from an email sender, the email containing information identifying at least one intended recipient of the email;

locate the profile of the intended recipient in the recipient profile database;

locate at least one promotional message in the promotional message database that has a profile that is appropriate for the located profile of the at least one intended recipient;

add the at least one located promotional message to the email; and

direct the augmented email to the at least one intended recipient.

9. An email-based promotional message delivery process for use in connection with a recipient profile database configured to store a profile of each of a plurality of potential email recipients; a promotional message database configured to store a plurality of promotional messages and, for each, a profile of preferred recipients of the message; and email address databases maintained by a plurality of email senders, each configured to store a profile of each of a plurality of prospective email recipients, the process comprising:

receive recipient profiles from the email address databases;

store the recipient profiles in the recipient profile database;

receive an outgoing email from an email sender, the email containing information identifying at least one intended recipient of the email;

locate the profile of the intended recipient in the recipient profile database;

locate at least one promotional message in the promotional message database that has a profile that is appropriate for the located profile of the at least one intended recipient;

add the at least one located promotional message to the email; and

direct the augmented email to the at least one intended recipient.

10. An email-based system comprising:

a recipient database configured to store information identifying recipients that have clicked links embedded in their email messages and information identifying the links that the recipients have clicked; and

a processing system configured to:

receive reports about recipients that have clicked links embedded in their email messages; and

update the recipient database to reflect information in the reports.

11. An email-based process for use in connection with a recipient database configured to store information identifying recipients that have clicked links embedded in their email messages and information identifying the links that the recipients have clicked, the process comprising:

receive reports about recipients that have clicked links embedded in their email messages; and

update the recipient database to reflect information in the reports.

12. An email-based system comprising:

a recipient database configured to store information identifying recipients that have clicked links embedded in their email messages and a profile of each recipient; and

a processing system configured to:

receive reports about recipients that have clicked links embedded in their email messages; and

update the recipient profiles in the recipient database based on the reports.

13. An email-based process for use in connection with a recipient database configured to store information identifying recipients that have clicked links embedded in their email messages and a profile of each recipient; the process comprising:

receive reports about recipients that have clicked links embedded in their email messages; and

update recipient profiles in the recipient database based on the reports.

14. An email-based modification system comprising:

a sender database configured to store information about a plurality of email senders, including information about the number of emails from each sender that the modification system has modified; and

a processing system configured to receive a plurality of emails from the plurality of senders, each email containing information identifying the sender and at least one recipient, and configured in connection with each received email to:

modify the email;

direct the modified email to the at least one recipient; and

update the information in the sender database about the number of emails from the sender to reflect that another email has been modified.

15. An email-based modification process for use in connection with a sender database configured to store information about a plurality of email senders, including information about the number of emails from each sender that the modification system has modified, the process comprising:

receive a plurality of emails from a plurality of senders, each email containing information identifying the sender and at least one recipient, and for each received email:

modify the email;

direct the modified email to the at least one recipient; and

update the information in the sender database about the number of emails from the sender to reflect that another email has been modified.

16. A message-based promotional process comprising:
receive a plurality of messages from a plurality of senders, each message containing information identifying the sender and at least one recipient, and for each received message:

modify the message by adding a promotional component to the message; and

direct the modified message to the at least one recipient; and

compensate the senders for allowing promotional components to be added to their messages.

17. The message based promotional process of Claim 16 wherein each sender is compensated based on the number of his messages that the process modifies.

18. The message-based promotional process of Claim 16 wherein each message is an e-mail.
19. The message based promotional process of Claim 18 wherein each promotional component includes at least one embedded link and wherein each sender is compensated based on the number of embedded links that are clicked by the recipients of his messages.
20. The message based promotional process of Claim 18 wherein:
 - each promotional component includes at least one embedded link;
 - some of the recipients click a link embedded in a modified message that they receive and make one or more purchases at the websites to which the links points; and
 - senders are compensated based on these purchases.
21. The message-based promotional process of Claim 16 wherein each message is a wireless text messaging message.